



## CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: Request for Funding from "New Directions" Drug Program

MEETING DATE: March 3, 1993

PREPARED BY: City Manager

RECOMMENDED ACTION: That the City Council hear a presentation by representatives of the "New Directions" drug program for funding and take action as deemed appropriate.

BACKGROUND INFORMATION: The City has received a request from "New Directions," a semiprivate corporation which has established a residential drug treatment facility, for assistance in the funding of this facility. Attached, (Exhibit A), is a packet of information assembled by the organization. Representatives of "New Directions" will be in attendance at Wednesday night's meeting to present this request.

FUNDING: To be determined

Respectfully submitted,

Thomas A. Peterson  
City Manager

TAP:br

Attachment

CCCOM729/TXTA.07A

APPROVED: \_\_\_\_\_

THOMAS A. PETERSON  
City Manager



recycled paper

CC-1

SAN JOAQUIN

# New Directions



President  
Ort J. Lofthus

## LETTER TO SAN JOAQUIN COUNTY CITIZENS:

A number of people have asked members of the New Directions committee to describe the New Directions client and how this new type of approach is different from what has historically been done in the past.

The prototypical inmate, according to the National Council on Crime and Delinquency is a male, in his early 20's, a minority who reads at the sixth grade level, if he reads at all. His crime was a property crime involving a theft of less than \$400.00. He is an addict and was under the influence of a drug at the time of his arrest. If we put him in jail, the cost per day will be \$61.00. If we put him in a treatment program, the average cost per day will be \$30.00 per day. If we put him in jail, he will be allowed to have visitors, where he will probably get a continual supply of drugs. If we put him in New Directions he will not have the privilege of visitation. In jail, we will not be able to test him for drug use. In New Directions we will be able to test him randomly for drug use. In jail, it is mandatory that we taxpayers pay for him to have educational programs but it is not mandatory that he attend those programs. In New Directions we will have mandatory educational programs and it will be mandatory that he participate in those programs. New Directions will provide job training and jobs and make it mandatory that participants work. New Directions will be able to receive general relief and S.S.I. money to offset the cost of the program for the participants. New Directions will provide a place for law enforcement officers to place drug abusers and keep them off the streets.

We appreciate those companies and individuals listed in this newsletter who have invested in this New Directions program. We encourage you to consider participation in our innovative approach to this serious countywide problem.

For additional information contact Conklin Marketing at (209) 477-8101.

Sincerely,

Ort J. Lofthus

Photo courtesy of Stockton Record

\$91,000  
~~\$75,000~~ RAISED  
FOR NEW DIRECTIONS

City of Stockton, San Joaquin Medical Society  
Pledge \$7,500 Each To New Directions

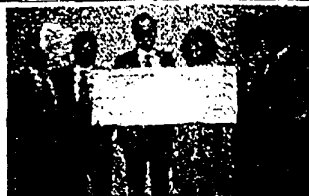
Events are moving quickly regarding the New Directions program. In November the total dollars raised for the innovative, private sector run drug and rehabilitation program passed the \$91,000 level. Both the City of Stockton and the San Joaquin Medical Society joined the growing list of contributors and pledged \$7,500 each to help this countywide program.

Remodeling is currently underway on both the women's jail facility and barracks A, B & C (graciously released by the County of San Joaquin to New Directions in October). The move into A, B & C is expected to begin in mid December, 1992. The complete move in is expected by mid February, 1993. The New Directions Committee is actively involved in the recruitment of a full time Executive Director to manage the program. Additional interviews are presently being conducted by Behavioral Systems Southwest regarding the hiring and staffing of the daily operational function of the facilities. Behavioral Systems, Inc. (hired by the New Directions program to manage/staff the daily housing/treatment aspects of the program) currently operates six similar facilities in Southern California and Arizona.

Officers of the New Directions are:

President - Ort Lofthus, Vice President - Remo Canepa, Secretary - Paul Mariani and Treasurer - Joe Serra.

Individuals serving on the New Directions Committee include - Stockton Municipal Court Judge Anthony Lucaccini, Stockton Municipal Court Judge Rolleen McIlwrath, Stockton Municipal Court Judge Rick Mallett, Lodi Municipal Court Judge Tom Saibly, Tracy Municipal Court Judge Tom Harrington, Howard Arnaiz, Dan Bava, Rudy Croco, Sheriff Baxter Dunn, Al Ellis, George Feicht, Judith Jones, Bob Lund, Steve Morales, Gary Podesto, Zamurad Khan, Lee Williams, Joe Zeiter, Todd Moyse, Kevin Daugherty and Tom Migliori.



(Left to Right) Dr. Serra, Judges Harrington, Mallett, McIlwrath & Lucaccini and Stockton Auto Center President Bob Byington.

\$3,000  
Stockton  
Auto Center  
Check  
Presentation

SAN JOAQUIN

# New Directions

## THE PROBLEM:

Research shows that 90% of the people who go through the Municipal courts of California have a drug or alcohol problem. Specialists in jail population estimate that sixty-five - eighty percent of the people housed in county jails can be housed in what is called, "direct supervision". In San Joaquin County that means one unit of 64 inmates with one deputy supervising. There are no locked doors on the cells and the inmates are free to, within the rules and regulation, leave and enter the cells at their discretion twenty four hours a day. Like every other jail in the State of California the new jail will be overcrowded the day it opens.

## THE GOAL:

Build a residential treatment and educational facility adjacent to the San Joaquin County jail at 10% of the cost of the recently completed new jail, staff it at 15% of the total annual operating cost of the new jail and house 576 residents compared to 512 inmates at the new jail. I.E. free up the jail space for hard-core criminals and cost effectively rehabilitate the "soft-core" addict.

## THE FACTS:

### JAIL

- Visitation permitted
- No DRUG Testing
- Education/vocational training
  - Voluntary participation
- Recreation - Voluntary
  - "Pumping Iron"
- Counseling
  - Very limited
- Work - Voluntary and only in public areas
- No welfare or city program funding
- Cost estimates
  - \$33,000,000 to build
  - \$22,000,000 annual operating budget
  - 512 capacity

### PRIVATE EDUCATION/TREATMENT

- No visitation
- Mandatory DRUG Testing
- Education/vocational training
  - Mandatory participation
- Recreation - Mandatory
  - Physical fitness activities
- Counseling
  - Mandatory weekly individual/group
- Work - Mandatory plus can serve private sector
- City, county or welfare funding can be received
- Cost estimates
  - \$3,000,000 to build
  - \$3,000,000 annual operating budget
  - 576 capacity

Compare the two methods of dealing with this problem. Which do you believe has more chance of long term success?

## SAN JOAQUIN

# New Directions

### THE STRATEGY

Our strategy will "actualize" the work performed by the Vision 2000 Human Resources Task Force headed by Stockton Record Publisher Orage Quarles. Through the credibility of the Vision 2000 strategic planning process and the eight years of practical experience of the Weingart Center we will focus on a more cost effective human services delivery system.

The Weingart Center is a nationally recognized model of non-profit management and homeless service effectiveness. The Weingart Center's entrepreneurial approach to service delivery saves taxpayers more than \$3.0 million a year in jail and hospital services. Its funding sources are contracts (86%) and gifts/grants (14%).

Our strategy is to remodel the existing women's jail as Phase I of the plan. The facility is available December 10, 1992 and could be remodeled and opened by February 1-15, 1993.

Through the sentencing process of the courts this plan will transfer one hundred (and then up to 576) current downtown Stockton "residents" out of the downtown core area to the location at the Matthews Road jail facility. The population transfer will impact the downtown crime level in a positive manner. The business community by aggressively supporting this population transfer will enable the Stockton City Council to politically support the plan. The transfer approach will, we believe, also receive the enthusiastic support of the Stockton Police Department. Additional contacts will also be made with Senator Pat Johnston and Assemblyman Dean Andal regarding political support and potential funding programs.

This plan also enables the Downtown Revitalization Committee to more effectively market the investment potential of the downtown core area.

The coalition of support (police, city council, media, business community, elected officials, local and state level, non-profit groups) will, we believe, convince the Board of Supervisors to authorize the transfer of land for the project and also reduce the turf issues that currently exist in the county relative to drug programs. Additional support for this action plan will also be aggressively solicited from various non-profit groups and other community organizations.

### THE COSTS

#### Phase I

- "Start up" funding - \$100,000.

A portion of these funds (\$50,000) will be used to develop and fund a detailed action plan for the next 3/5 months. This phase includes the hiring of Conklin Marketing to develop detailed marketing strategy and the hiring of The Johnston Group for operational development. The second segment of the \$100,000 initial funding will be designated to remodel the women's jail to house initial residents for \$50,000 from December 1, 1992 through February 1, 1993.

#### Phase II

- Acquisition of first year's annual operating budget - \$600,000.

SAN JOAQUIN

# New Directions

Please note: \$429,000 (78%) of the funding sources for the first 12 months operating expenses have already been identified, i.e. monies from education paid by State of California through average daily attendance funding, placement of parolees funded by the Department of Corrections as well as funding from existing county program (ADAP) -that could be transferred to the New Directions program.

## Phase III

Construction of the larger 576 capacity residential treatment and educational facility. The costs of the larger Phase IV facility are presently being developed. Upon completion of this financial analysis a detailed financial proforma will be provided.

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# The Stockton Record

Thursday, October 29, 1992

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## EDITORIALS

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### Turnaround Give New Directions and its drug program public funds — now

San Joaquin New Directions, the semiprivate corporation planning an imaginative residential drug-treatment facility for those who would otherwise go to jail, has a home:

The Board of Supervisors on Tuesday approved an agreement for New Directions to use the existing Women's Jail and three barracks at the jail complex in French Camp.

New Directions now needs to complete fund-raising for a needed remodeling.

The private sector has contributed \$75,000 of the \$100,000 needed.

Now the public sector must respond.

New Directions started with the Stockton City Council more than three months ago — and hasn't asked anyone else yet pending Stockton's decision.

The council's Budget/Finance/Economic Development Committee will consider New Directions' request for \$7,500 tonight.

It should not hesitate to approve it.

Neither should the full council.

Or those of the county's six other cities when they are approached.

New Directions will help turn around the county.

# Agency heads in right direction

## New drug program nears fund-raising goal, picks director

The Stockton Record

New Directions, a residential drug-treatment program to be housed in former county jail buildings, has hired an executive director and is nearing its fund-raising goal.

Dale Benner, a business executive and business operator, will be executive director for the public-private organization, which is expected to start about Jan. 1.

His background includes serving as general manager of Continental Cablevision in Stockton from 1986 to 1990 and, more recently, management consulting work.

New Directions expects to start one component of its program right after the first of the year in

three barracks of the former County Jail at French Camp, said Stockton Municipal Court Judge Rolleen McIlwrath.

That program will house 18 parolees and 15 presentenced felons, said McIlwrath, a New Directions committee member.

Another component, due to begin Feb. 15, will be housed in the former women's jail and will accommodate up to 98 people, including both men and women who otherwise would be in jail.

Neither program will involve violent people, McIlwrath said.

The programs will house people who otherwise would add to jail crowding at about half the cost of incarceration, according to New Directions officials.

In that, the program differs from a new 48-bed treatment facility San Joaquin County is providing.

"The county center is not a part of the criminal-justice program," McIlwrath said.

Under the New Directions format, inmates will get intense education and job training and will be subject to drug testing, McIlwrath said.

By Wednesday, New Directions had raised \$92,200 toward a fund goal of \$110,000 sought by Feb. 1, she said. Most of the contributions are from private sources.

New Directions is made up of business and public leaders. Org Lofthus, a retired radio-station executive, is president.